

## ABSTRACT OF THE DISCLOSURE

The present invention relates to a multimedia search and browsing method using a user profile information structure which is capable of displaying search items in order of user preference on the basis of item ordering criteria according to user preference by using search item ordering criteria information and a user profile including user preference information about the item ordering criteria, and browsing a searched object after searching the search object indicated by the search items displayed according to the user preference. The present invention can be adapted to multimedia service systems such as a digital VTR (Video Tape Recorder), a VOD (Video On Demand), an AOD (Audio On Demand), the internet.

In addition, the user profile for searching and browsing the multimedia according to the present invention gets search and browsing of the multimedia performed easier in accordance with user's liking.